

Twice-a-Month

# Maclean's

*Canadian Magazine*

March  
15th



Now More Than  
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W. V. Chambers

In This Issue:

"CUP RACER"... A New Serial . . . by Arthur T. Munyan



*"Doc, here is a real cure  
FOR DEPRESSED MOTORS"*

"Because it can outperform motors and parts a month like these on a cup. You find them the right sort of gas, oil and lubrication and they live long and serve you well... It gives you a situation to get more, better, stronger, systematic check up from time to time pay big dividends in our health. This change of spark plugs every 10,000 miles is the best cure for depressed motors that I know of. I don't have to tell you though Doc, because you change regularly and appreciate the better performance you get each time. Little one, this is the third set of Champions you've bought, isn't it? They'll soon pay for themselves. And this



**CHAMPION  
SPARK PLUGS**

A CANADIAN-MADE PRODUCT

time you're getting the best word in spark plugs—Champion Extra Range Spark Plugs. They're patented and there's no other like 'em. Even if you have a stretched 10,000 miles you'll be pulled in by them. They'll get you extra power, extra speed, and extra dependability because they've got the widest driving range known today. Think simply across the ability of a spark plug to stand up under the most extreme service—Thunder, Dust, and Oil wash your speedometer for the next 10,000 miles... Champion Spark Plug Company of Canada, Limited, Windsor, Ont.

# More Prizes \$1000<sup>00</sup> this month

First Prize \$250 . . . Second Prize \$100 . . . Third Prize \$50 . . . 60 Prizes of \$10 each

## Here's Miss Loughton's Recipe. Can You Name It?

- 1 cup butter
- 2 cups fine white sugar
- 3 cups fluffy eggs or 2 1/2 cups heavy cream
- 2 teaspoons Magic Baking Powder
- 1/2 teaspoon salt
- 1 cup milk
- 1 cup finely chopped nut or nutmeg
- 2 cups shelled and blanched almonds
- 1/2 cup shelled coconut
- Egg whites

The recipe and the flour of the typically English cake depend upon

careful mixing. Cream the butter and sugar till light and fluffy. Add flour, eggs, milk and continue mixing with one half cup of flour, add Magic Baking Powder and add to balance of the flour, mix negative cream, then gradually add alternately with milk to the creamed butter and sugar until thoroughly blended and well mixed and smooth. Lastly fold in the shelled nuts. Turn out a well greased loaf pan. Bake 1 1/2 hours at 350° F. over the first 10 minutes, then gradually decrease heat.

Name  
this New

## MAGIC MYSTERY CAKE

Originated by Miss Lillian Loughton . . .

Don't miss your chance to  
win a prize in Magic's Great  
Mystery Cake Contests

OF COURSE, you'll want to try your skill at making the Magic Mystery Cake. Think what fun it would be to win that \$250!

Miss Lillian Loughton is the creator of this world's mystery cake recipe. She has originated a cake that's delightfully delicious. And her recipe is so simple that even a housewife could make it successfully. Just read the recipe. There's no secret fascinating! Surely you can think of a name to fit it. Make it yourself before you name it, if you prefer—and be sure to follow Miss Loughton's advice—use Magic Baking Powder.

For Magic never varies. The best sponsored in the game give you the name high beating power as the best. No wonder the majority of culinary experts throughout the Dominion use Magic exclusively.

Enter the Magic Contest today. Read the rules. See how easy it is. Why should's you be one of those 60 prize winners?

## CONTEST RULES Read Carefully

1. All you do to enter the mystery cake. Only one name from each party.
2. ENJOY! as the cup of your game is high, by preparing "the Magic Mystery Cake" under the name you choose for it. It is yours. Then, to fit the official name, you must write name and address, clearly and neatly. Do not omit any.
3. The art and the cake will be sent and you can name and address. It is essential to have the cake sent to the address of the contest.
4. Winner of one entry must wait for the winner of the next entry to be sent.
5. Contest ends MARCH 15, 1953. No entries received after this date.
6. Judge: Winning entry will be selected by a committee of 100 members of the contest. The winner will be notified by mail.
7. Prize money will be paid to the winner of the contest and to the winner of the contest.
8. In case of a tie, the lot of the contest will be used to decide the winner.
9. Prize is in cash and name. Address your entry to: Queen's Bakery, 1000 Portage, Winnipeg, 1, Canada.
10. 1953. Other Magic Mystery Cake prize. Make it clear in last name of the winner.



FREE OF CHARGE! MAGIC BAKING POWDER, the one where you can win a prize. Send your name to the contest of winning cake. Make the contest yours.

CALVIN PRODUCE  
Phone Area, Toronto 10


Please send me one copy of the Magic Mystery Cake.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Post: \_\_\_\_\_



**YOU CAN ALWAYS DEPEND ON A Willard**

**FOR SERVICE AND SATISFACTION**



Every day Willard engineers, with a high precision testing rack, test hundreds of these tubes from batteries already failed and returned. This enables adjustment for the quality that makes Willard batteries so completely dependable.

and 3 men with a little stick  
make sure Willard dependability  
stays at its peak

After all, dependability is the only true test of battery quality. Dependability, not only in ordinary day-in-and-day-out performance. But dependability under stress. Dependability in emergencies, when it takes real battery power to give the quick starts you want and ought to have.

It's for these inevitable emergencies that Willard builds. Rejecting materials which might be considered "good enough." Paying a bonus to inspectors for finding flaws. Putting each battery through 74 searching inspections.

Checking and re-checking quality at every step in manufacture.

So steadfastly has Willard maintained its uncompromising standards of quality that these batteries amply meet the requirements established by the Society of Automotive Engineers... and have won the decided preference of the motorists in the Dominion.

Even though Willard quality and Willard dependability are more pronounced than ever before, today's prices for Willard batteries are the lowest in Willard history.

Look for the Red and White Willard Sign on Your Community  
It Means a Friendly Willard Dealer

WILLARD STORAGE BATTERY COMPANY OF CANADA, LTD. • Toronto

**STORAGE**  
**Willard**

Storage Batteries for Aircraft - Automobiles  
Bus and Truck - Motorcycles - Emergency  
Lighting - Lifting Pumps - Marine Equipment  
Motor and Electric Boats - Radio - Sound  
Systems - Telephones and Communications  
Towers - Oil Control Engines - Diesel Engines  
Shooting Machinery - All Industrial Purposes

































# Look what Happened when they "Looked at All Three"

## Everybody's saying "Plymouth is headed for First Place"

WHEN folks turned to the talk at the Toronto and Montreal Shows, what did they hear? They heard: "Plymouth's the only one of All Three better priced than its rivals in 1932... it's coming up fast... it looks like Canada's next Number One Car!"

There's a reason why, and all because you motorists "looked at All Three!"

Now, with its new Six, Plymouth asks you to look again today... on the road... in the salesrooms!

The new Plymouth is not only a Six, but a 24-horsepower Six... a rakish-looking Six... with Floating Power engine mountings. It's a car that will make your friends say: "It's a really expensive!" But it will make YOU say: "I've never had a car that cost so little to run!" It's a roomy, full-sized car... in which the whole family can ride in comfort.

It's a safer kind of automobile... with hydraulic brakes, a safety-steel body, and a safety glass windshield. So look carefully when you "look at All Three"... and see why folks are picking Plymouth!



### NOW 595 LESS THAN LAST YEAR

4-Door Sedan . . . . . \$1950

Convertible Coupe . . . . . 2100

Bumble Bee Coupe . . . . . 2300

Business Coupe . . . . . 475

All prices P. O. B. factory. Includes tax, license and title. Low delivered prices. Government free payment. On all models—Electric Power steering, hydraulic brakes, free wheeling, full sized safety-steel bodies, safety glass windshield, easy shift transmission with "select-a-speed", built-in double-deep frame, wide spread-pivot springs.

## PLYMOUTH SIX

WITH FLOATING POWER—HYDRAULIC BRAKES—  
FULL-SIZED SAFETY-STEEL BODIES—OILITE SPRINGS

# The Lighthouse

Continued from page 14

"Sometimes when the sea is very rough it gets pretty, against the lighthouse and the waves play and bounce over. But when the waves are strong and dangerous, the lighthouse rocks and you can't see it," she said. She would never say anything more about the lighthouse.

The lighthouse on Arthur's Island, built over a small L-shaped island, was a low, dark, round tower of brick and stone. It was built in 1850 and was the last of its kind in the world. It was built by the British government and was the last of its kind in the world. It was built by the British government and was the last of its kind in the world. It was built by the British government and was the last of its kind in the world.

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# THE Lifetime REFRIGERATOR



YEAR after year the Westinghouse horizontally-cooled refrigerator carries its reputation for economy, convenience, efficiency... without trouble or mistake.

Because Westinghouse is built on no other refrigeration is built... because it is the only dual-automatic, horizontally-cooled refrigerator... because its workability is due to its scientific design, its economy, its convenience, its efficiency... its reputation for no trouble or mistake.

Check the advanced features of the Westinghouse! Compare its price by postal! Then, remember, Westinghouse quality and performance make every Westinghouse refrigerator a lifetime source of convenience, economy and protection. Your Westinghouse dealer will be glad to arrange a demonstration without any obligation to you.

Made in Canada by Canadian Westinghouse Co. Limited.

# Westinghouse Dual Automatic REFRIGERATOR



Lifetime BEAUTY



Westinghouse is the only dual-automatic refrigerator... because it is the only dual-automatic, horizontally-cooled refrigerator... because its workability is due to its scientific design, its economy, its convenience, its efficiency... its reputation for no trouble or mistake.

Lifetime PROTECTION



Westinghouse is the only dual-automatic refrigerator... because it is the only dual-automatic, horizontally-cooled refrigerator... because its workability is due to its scientific design, its economy, its convenience, its efficiency... its reputation for no trouble or mistake.

Lifetime EFFICIENCY..



Westinghouse is the only dual-automatic refrigerator... because it is the only dual-automatic, horizontally-cooled refrigerator... because its workability is due to its scientific design, its economy, its convenience, its efficiency... its reputation for no trouble or mistake.

Lifetime CONVENIENCE.



Westinghouse is the only dual-automatic refrigerator... because it is the only dual-automatic, horizontally-cooled refrigerator... because its workability is due to its scientific design, its economy, its convenience, its efficiency... its reputation for no trouble or mistake.

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## HOW TO GET RID OF ACID STOMACH

Almost instant Relief this Way



**TAKING** a teaspoonful of **PHILLIPS' Milk of Magnesia** at a glass of a very dry morning will get you **YOUR** acid stomach instantly! **PHILLIPS' Milk of Magnesia** does not irritate, does not harm you in any way.

**ACCORDING** to many theories, stomach acid is the cause of indigestion, heartburn, and other ailments. The reason is very simple: because acid makes the stomach lining so sore that it can't do its job.

It usually makes acid fall in, breaks down, and is absorbed.

**PHILLIPS' Milk of Magnesia** is a very simple, temporary, to stomach pain, but it does not irritate the stomach lining, so you can take it as often as you want.

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## The Forbidden Land

By GRANT DEXTER

Continued from page 10

It is a place, however, that is not to be taken lightly. The writer once spent some time in the area, and found it to be a very interesting place. It is a place where the old and the new meet, and where the past is still very much alive. The writer found it to be a very interesting place, and he found it to be a very interesting place.

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Moderns Magazine, March 15, 1932

## SPENCERIAN THE BEST PENCIL



AND NOW available for \$2.50

SPENCERIAN PEN COMPANY

Special any Foreign LANGUAGE!

Learn to write in any language in 10 days

Learn to write in any language in 10 days

Learn to write in any language in 10 days

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## DIABETES —the Lion caged



DIABETES, under control, might be likened to a caged lion. One of control, it makes with a lion's speed and crushing power.

The discovery of insulin and its application to the treatment of diabetes is one of the great victories of medical science. It has saved many thousands of lives.

Insulin has not only rescued children who would have been doomed to death, but has enabled them to grow and to live the normal, healthy lives of their playfellows. It has lifted children out of the shadows of childhood and into the bright light of a normal life.

Before this great discovery, a victim of diabetes was forced to suffer eternally in a searing and agonizing burning death. It would have been a cruel and unbearable death.

Now, however, the discovery of insulin has made it possible to control diabetes. It has made it possible to control diabetes.

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When a connection between the mid, half-worn, begotten days, and the present time when the majority of diabetes are allowed to die of the things they live to live. A good percentage of them will live out the expected span of life for those ages.

Diabetes is by far most frequent among overweight people. It may be largely prevented by correct diet and proper exercise. New cases of diabetes appear with almost mathematical regularity—thousands each year in this country. But a person who observed strict diet and exercise for a year and found himself unable to keep his blood sugar under control, he should consult a doctor.

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METROPOLITAN LIFE INSURANCE COMPANY

1000 Bank of Montreal Building

1000 Bank of Montreal Building

1000 Bank of Montreal Building

1000 Bank of Montreal Building

1000 Bank of Montreal Building

1000 Bank of Montreal Building

1000 Bank of Montreal Building

1000 Bank of Montreal Building

PHILLIPS' Milk of Magnesia

PHILLIPS' Milk of Magnesia



Nifto Salt

SERVING CANADA SINCE 1918





















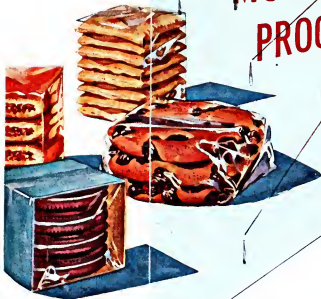






# \* Cellophane

## MOISTURE PROOF!



## FOR YOUR PROTECTION!

Like two thieves in the night, Dampness and Dryness silently rob many products. Dampness steals the appetizing, crispy crunch of crackers. Dryness steals the tenderness of delicate dainties like marshmallows. Moistureproof "Cellophane" stands guard over foods, keeps them just right.

Every day you can enjoy this protection—when you smoke a fresh cigarette, or bite into a delicious piece of cake, or munch tasty salted peanuts. All these things and many others are packed in Moistureproof "Cellophane" to guard original

quality. But that's only one of the ways that "Cellophane" protects. Anything in "Cellophane" says: "I'm clean. I'm untouched. I'm sanitary. I'm fresh and tasty. I'm honest. Look me over!"

Dust, dirt, and the germs on inquisitive hands are kept out by "Cellophane." It keeps out foreign odours, too. And because you see what you buy—"Cellophane" protects you against disappointment. All this protection is yours when you select products in "Cellophane."

... do you know that "Cellophane" is made from the finest grade of Canadian wood pulp . . . chemically dissolved to liquid form . . . forced through a long, narrow slit . . . solidified by an acid bath into a thin, transparent sheeting? It is a versatile product, non-burning, hygienic and sanitary in every way.

USE "CELLOPHANE" AT HOME — to beautify gifts, to protect silver, to wrap food, and for craft work. Buy "Cellophane" in handy rolls, plain or colored — red, green, tan, blue — at stationery or department stores where domestic goods are sold.

# Cellophane

TRADE MARK



**CANADIAN INDUSTRIES LIMITED**  
HEAD OFFICE—MONTREAL

\*"Cellophane" is the registered trade mark designating cellulose sheets and films, manufactured in Canada by Canadian Industries Limited under special arrangements with the de Pire Cellophane Co., Inc.